

## EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period April 1, 2016 to March 31, 2017

1) **Employment Unit:** Gleiser Communications, LLC/ATW Media, LLC – Tyler, Texas

2) **Unit Members (Stations and Communities of License):**

KTBB-AM – Tyler, Texas  
 KTBB-FM – Troup, Texas  
 KRWR-FM – Tyler, Texas  
 KYZS-AM – Tyler, Texas

3) **EEO Contact Information for Unit Member:**

Mailing Address:  Gleiser Communications, LLC ATW Media, LLC 1001 E. SE. Loop 323, Suite 455 Tyler, TX 75701	Telephone No.: 903-593-2519
	Contact Person/Title: Paul L. Gleiser, President
	E-mail Address: pgleiser@gleisercom.com

4) **List all Full-time Job Vacancies Filled by Each Station in the Employment Unit.**

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
Salesperson	Referral by current employee
Traffic Manager	Referral via station social media
Salesperson	Referral via announcements on stations

5) **Total Number of Interviewees Referred:** For the period from April 1, 2015 through March 31, 2016 a total of four interviewees were referred and two employees were hired.

6) **Supplemental Recruitment Initiatives**

(a) **Initiative:** Station personnel training

Gleiser Communications, LLC ("Gleiser") and ATW Media, LLC ("ATW") provide regular training to its employees based on the job description and department of the employee. On a continuing basis, technical operators were trained using a company-produced manual "*Radio Station Operator Handbook & Certification Course*." Salespersons receive training from online and software-based training courses that are specific to radio station and broadcast selling. The company holds regular interdepartmental meetings in which regulatory, financial, community service and news coverage ethics are discussed.

(b) **Initiative:** Internship Program

Gleiser and ATW offer an internship program to qualified high school seniors, college students and college graduates. Students typically receive course credit for participation in such programs.

(c) **Initiative:** College Campus Presentation

Gleiser and ATW published a brochure titled, *Career Opportunities in Radio Broadcasting*. This publication is made widely available in the market. Company president Paul Gleiser spoke to students in the College of Arts & Sciences at the University of Texas at Tyler and to students at Tyler Junior College's career day at which attendees were offered the opportunity to learn about careers in radio broadcasting and to apply for internship positions with the company.

**(d) Initiative: Management Personnel Training**

Gleiser and ATW conduct department head meetings every Tuesday morning. Once each quarter, the agenda for such meetings is restricted to personnel. Department heads are required to provide management with an assessment of the personnel under their supervision, an assessment as to which, if any, staff members are likely to leave in the coming quarter and a projection of potential hiring needs for the coming quarter.

Training is provided on the latest in personnel and human resources law and regulation, employee retention and recognition and the on-going need to ensure that potential personnel vacancies are adequately anticipated such that adequate time will be available for recruiting purposes.

**GLEISER COMMUNICATIONS, LLC/ATW MEDIA, LLC**  
**KTBB, KTBB-FM, KRWR, KYZS**  
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**SECTION I: Master Recruitment Source List (MRSL)**

RS NUMBER	RECRUITMENT SOURCE INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION? (Y/N)	NO. INTERVIEWEES REFERRED BY SOURCE PAST 12 MOS.
1	Job fairs attended by KTBB/KTBB-FM/KYZS	N	
2	Walk-in/call-in applicants	N	7
3	Word-of-mouth	N	
4	Referral by current employee	N	4
5	KTBB.com website job opening posting	N	
6	KTBB, KTBB-FM, KRWR, KYZS on air announcements of job opening	N	15
7	Ardith Weiss, Texas College, 2404 N. Grand, Tyler, Texas 75702, 903-593-8311	Y	
8	Krista Richardson, Tyler Career Services, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	Y	
9	Isaura Flores, Hispanic Business Center, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	Y	
10	Sherry Williford, STEPHEN F. AUSTIN STATE UNIVERSITY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	Y	
11	Dr. Al Greule, NATIONAL BROADCASTING SOCIETY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	Y	
12	Mary Olsen, LeTOURNEAU UNIVERSITY CAREER SERVICES, 2100 Moberly Avenue, Longview, TX 75602, 800-759-8811	Y	
13	Texas Association of Broadcasters website: <a href="http://www.tab.org">www.tab.org</a>	N	
14	East Texas Workforce Center, 4100 Troup Highway, Tyler, TX 75701, 903-561-8131	Y	
15	Kim Harden, Tyler Junior College, P.O. Box 9020, Tyler, TX 75701, 903-510-2334	Y	

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16	Rev. H.Q. Dickerson, NAACP, P.O. Box 8862, Longview, TX 75602, 903-592-7553	Y	
17	Tyler Morning Telegraph, P.O. Box 2030, Tyler, TX 75710	N	
18	Longview News Journal, 320 E. Mathvin, Longview, TX 75601	N	
19	Driedra Brelsford, Breslford Personnel, 3600 Old Bullard Road, Suite 301, Tyler, TX 75701, 903-567- 2996	N	
20	Station social media (Facebook)	N	5

